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#25
convention



ou are cordially invited to

*The New York State Nurses Association
Board of Directors Breakfast
in honor of
District Presidents and Executive Directors
and Chairmen of NYSNA Clinical Practice Units,
Functional Units, Committees, Councils and Task Forces*

*7:00am - 8:30am
Saturday, October 24, 1987
Regency A&B
Hyatt Regency Hotel
Buffalo, New York*

Please RSVP by October 1, 1987

#25
convention

NYSNA
CONVENTION '87

Oct. 22-25, 1987



Please route to:

- ☐ Convention Coordinator
- ☐ Marketing Director
- ☐ Nurse Recruiter

The New York State Nurses Association, 2113 Western Avenue, Guilderland, NY 12084

#25
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NYSNA CONVENTION '87

October 22-25 • Buffalo Convention Center • Buffalo, New York

New York Nurses

Setting the Standard
for Excellence

over 1,000
good reasons
to participate
in Convention '87

Join us as an Exhibitor... Program Advertiser...Convention Sponsor.

All three options are guaranteed to give your company the special attention it's seeking among registered nurses. Participate in Convention '87. Take this opportunity to personally introduce your organization to over 1,000 of New York State's leaders and decision-makers in health care.

- **Estimated Attendance** — 1,200
- **Audience** — Registered Professional Nurses representing all areas of Administrative and Clinical Nursing

- **Events Scheduled in Exhibit Area**
 - Convention Registration and Information
 - Opening Night Reception
 - NYSNA Poster Show
 - Afternoon Refreshment Breaks
 - Beverage and Snack Stations
 - Lounge Area
 - NYSNA Booth
- **Exhibit Contest** — Incentive Prize Drawing

Partial List of Previous Exhibitors

J.B. Lippincott	Norwich Eaton Pharmaceuticals, Inc.
Dow B. Hickam, Inc.	J.T. Posey Company
Hunter-Bellevue School of Nursing	AIDS Institute
Hempstead General Hospital	Appleton-Century-Crofts
American Red Cross	Rochester General Hospital
Office of Mental Health	Upjohn Health Care Services
Stanley H. Kaplan Educational Center	USAF Nurses Corps.
HBO & Company	Baxa Corporation
Pfizer Division of Pfizer	Nicholas Laboratories
Jardine Insurance Brokers	Lowell Shoes
Health Professions Publishers	Glenko Distributors, Inc.

About NYSNA...

The New York State Nurses Association is the professional association of and for registered nurses in New York State. We are the *largest, oldest*, and, we believe, the most *innovative* of all RN associations.

Our annual Conventions are exciting and well-attended. Last year, 1,200 registered nurses visited over 70 exhibitors from nursing schools, publishing and pharmaceutical companies, health care institutions and product suppliers from around the country.

Take advantage of this excellent opportunity! Meet New York's finest in one setting.

Demographics

New York State Nurses Association Convention Attendees

Highest Degree Earned	
Bachelors	32.5%
Masters	31.1%

Employment Settings Represented	
Hospital/Health Agency	66%
School of Nursing	20%
Other	14%

Area of Practice Represented	
Clinical	61%
Administrative	20%
Academic	14%

Questions?

Contact: Jackie Negri, Convention Services, New York State Nurses Association, 2113 Western Avenue, Guilford, New York 12084, (518) 456-5371

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EXHIBITOR

An NYSNA Convention is both fun and profitable. In fact, each year the number of exhibitors grows larger. Space is limited so don't wait to respond. Applications are accepted on a first-come, first-served basis.

Description of Booths

All booths are 8' x 10' with an 8' high flameproof draped backwall and 3' high siderails of the same material. A 6' skirted table, 2 chairs, a wastebasket and printed 9" x 44" Exhibitor Identification Sign showing your name and address will also be provided. Electrical current is available for a charge (see Exhibit Information & Contract Provision section). You will be contacted by Hoffend Decorators for electrical and additional furniture needs by September, 1987.

Hoffend Decorators, Inc. 100 Buckford Street
Rochester, New York 14604 (716) 458-2200

Exhibit Hours

Thursday, October 22
11:00 a.m. - 5:30 p.m., 8:30 p.m. - 11:00 p.m.
Friday, October 23
10:00 a.m. - 2:00 p.m., 4:00 p.m. - 7:00 p.m.
Saturday, October 24
7:00 a.m. - 9:00 a.m., 1:00 p.m. - 6:30 p.m.

Set Up

From 1:00 p.m. Wednesday, October 21.
Exhibits must be set up by
11:00 a.m., October 22.

Breakdown

After 6:30 p.m. - Saturday, October 24.

Rental Fees

1 8' x 10' Booth \$420.00
2 8' x 10' Booths \$750.00

Exhibit space will be confirmed only upon receipt of a signed application and 50% deposit on the rental fee.

Also Within The Exhibit Area

- Convention Registration
- NYSNA Information Area and Lounge
- Opening Night Welcome Reception
- Afternoon Refreshment Break
- NYSNA Poster Show
- Beverage and Snack Stations
- Exhibit Game

Exhibit Game

Last year, NYSNA introduced an extremely successful "I Visited The '86 Exhibitors" Exhibit Game. The rules were simple: visit a majority of exhibitors, collect an exhibitor dot from each, submit the form and attend the final general session for prize drawings.

If your company would like to donate a prize for the Exhibit Game, you must include a completed "Sponsor Contract" with your Exhibit Contract. (See "Sponsors" for details.)

Special Convention Hotel Rates

Once exhibit space is confirmed, NYSNA will send exhibitors the Convention Brochure. It will include information and registration forms for Convention and Hotels. The average overnight rate is \$60. To qualify for Convention rates, exhibitors must use the reservation form in the NYSNA Convention '87 brochure. Registration for Convention is not required.

CONVENTION PROGRAM ADVERTISER

NYSNA's Convention Program has become an extremely popular and cost-effective advertising vehicle. Companies and institutions benefit from the continuous exposure at Convention. After all, the Convention Program is the exclusive guide to convention events. And, advertising benefits live beyond Convention when attendees share the Program with nurse colleagues back home.

Convention Program Advertising Rates

Space Limit	Width	Length	Price
Full Page	5 1/2"	8 1/2"	\$275.00
1/2 Page	5 1/2"	4 1/4"	\$175.00
1/4 Page	2 1/4"	4 1/4"	\$120.00
(Advertising Agency Commission: 15%)			

Advertising Deadlines

Payment is due with signed contracts by **August 10, 1987.**
Ad Copy is due by **August 31, 1987**
(Camera-ready copy is preferred).

CONVENTION SPECIALTY SPONSOR

Convention is an ideal opportunity to meet New York's nursing community and personalize your company's name and product. Become a Specialty Sponsor — receive the spotlight you're looking for among an attentive gathering of registered nurses.

AS A SPONSOR YOUR COMPANY RECEIVES:

- Special recognition in the Convention Program
- A professionally prepared showcard with your company's name displayed in a prominent location throughout the Convention.
- A large showcard with your company's name near the location of your Sponsored event.
- Special recognition by NYSNA during the general session.

AS A TOTAL SPONSOR YOUR COMPANY RECEIVES:

- All of the above plus extra recognition on the "Total Sponsorship" page in the Convention Program.

SPONSOR OPTIONS

Opening Night Welcome Reception

Total Sponsorship - \$5,000.00
Partial Sponsorships
Decorations \$500.00
Entertainment \$500.00
Beverage (Wine & Soda) \$2,000.00
Hor D'oeuvres \$2,000.00

Awards Banquet

Total Sponsorship - \$1,800.00
Partial Sponsorships
Decorations \$400.00
Entertainment \$500.00
Champagne Toast \$600.00
Pre-Banquet Reception \$300.00
(Award Winners & NYSNA Board)

Get Acquainted Breakfast

Total Sponsorship - \$6,000.000
Partial Sponsorships
(Any division of the total cost.)

Leadership Breakfast

(Board, District Presidents, Unit Chairmen)
Total Sponsorship - \$800.00

Refreshment Break

Friday Afternoon - \$800.00
Saturday Afternoon - \$800.00

Convention Contributor

\$250.00
Please specify which event you want to

contribute to (e.g. any of the above events, signs, convention packets, NYSNA lounge area).

"I Visited The '87 Exhibitors" Exhibit Game

(Prize Donation)
Prizes must be sent to NYSNA 3 weeks in advance of Convention. Include a description of the prize on the sponsor contract.



BUFFALO CONVENTION CENTER EXHIBIT HALL

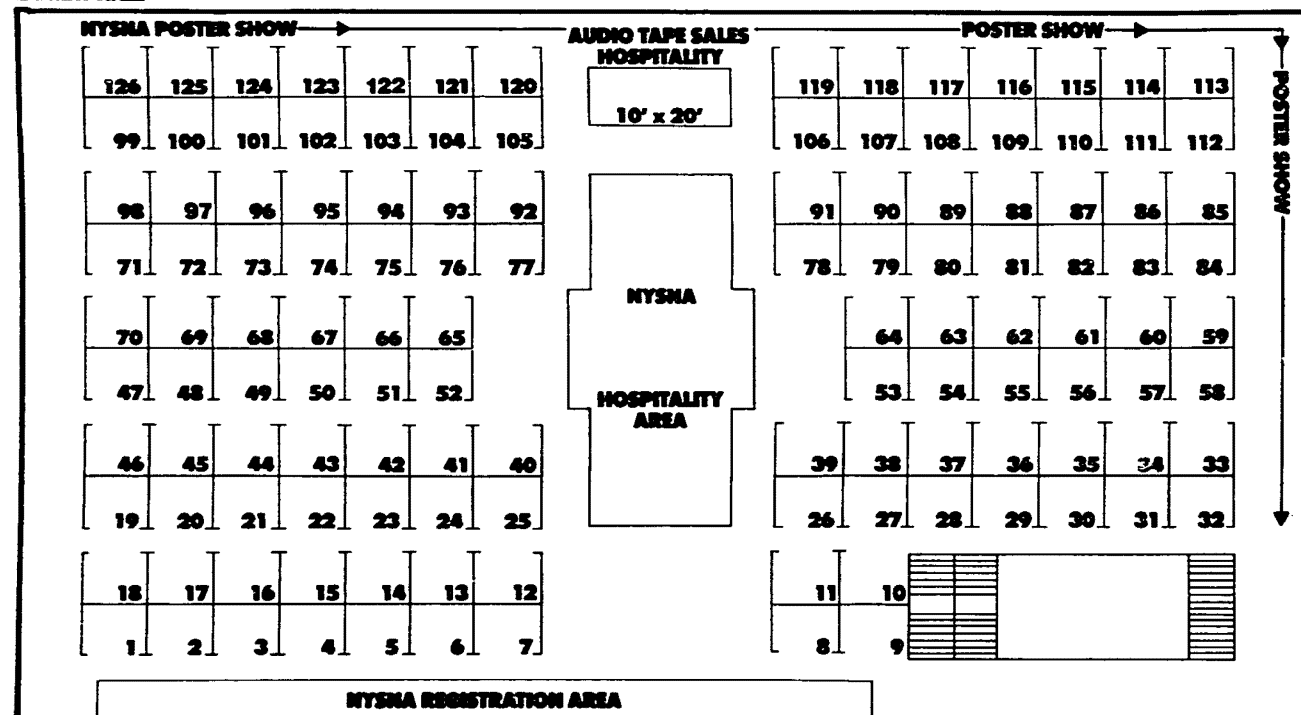


EXHIBIT INFORMATION & CONTRACT PROVISIONS

Exhibit Area

All exhibits will occupy the Exhibit Area of the Buffalo Convention Center. Please refer to the floor plan.

Installation of Exhibits

Exhibitors may have access to the booths starting at 1 p.m. on Wednesday, Oct. 21st. POSITIVELY no work on the erection of exhibits will be permitted after the exhibits open.

Dismantling and Removal of Exhibits

Dismantling may not begin until 6:30 p.m. on Saturday, Oct. 24th. Exhibitors will have until 9:30 p.m. to remove their exhibits from the facility.

Payment & Cancellations

The New York State Nurses Association reserves the right to reassign any exhibit space which has not been paid for in full by **September 30, 1987**, unless other payment arrangements have been made with and approved by the New York State Nurses Association. Exhibit space will be confirmed only upon receipt of signed application and appropriate payment. Exhibitor deposits will not be refunded after space has been assigned. The Exhibit Manager may reassign, without refund or liability, any space not claimed by 10 a.m., Thursday, Oct. 22nd, and exhibitor will be liable for any payment due on unclaimed space. Every exhibit is subject to approval by the New York State Nurses Association which has the right to (a) refuse any application, and (b) curtail connection with any exhibit, any part of any exhibit, or any activity in connection with any exhibit, which, in its judgment, adversely reflects on the Convention.

Booths & Signs

All booths are 8' x 10'. An 8' background of flameproof drapery and 3' high siderails of the same material will be provided. A uniformly lettered two-line decorative sign, 44" long by 9" high, carrying the name and address of the company will be furnished and properly located on top of the back of the booth. Form, content, and placement of all other signs, banners, and advertising matter shall be subject to the approval of the New York State Nurses Association.

Booth Rental, Furniture, Electricity and Labor

You will receive an Exhibitor Show Kit from Hoffend Decorators well in advance of the show. Advance order forms for additional furniture, carpet, tables, electrical service, and set labor will be included.

Electric - Standard 120-volt, 60-cycle single-phase current is available to exhibitors. Charges for electrical service and circuits are billed to the exhibitors. No x-ray or laser equipment will be electrically connected.

Labor - Carpenters and tradesmen will be furnished by Hoffend Decorators at prevailing rates plus cost of materials. Special services may be ordered in advance. Exhibitors must adhere to the Local Union Regulations at the time of installation and dismantling.

Restrictions

The handling and setting up of exhibits within the exhibit area must conform to regulations and instructions of the exhibit area

management. No interference with the light or space of other exhibitors will be permitted. Electrical or other mechanical apparatus must be muffled so that noise cannot interfere with other exhibitors.

Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted. No tacks, nails or cellulose tape that may damage the exhibit area or fixtures are permitted.

No bills, signs, or other articles shall be posted, nailed or otherwise attached in such a manner as to deface or damage the floors, walls, furniture, fixtures, or other equipment. All protection for the exhibit area property which may be necessary shall be supplied and installed at the exhibitor's expense through Hoffend Decorators. The use of motion pictures and the presence and use of inflammable film will not be permitted unless it fully complies with all relevant ordinances and regulations. These require permits from appropriate City departments. Taking motion pictures, or use of large quantities of electrical current for photography, television, etc. will not be permitted except in accordance with prior arrangements made through the official decorator.

Volatile or inflammable oils, gases, unprotected picture films, other explosive or inflammable matter, or any substance prohibited by City and State Departments or insurance authorities will not be permitted in the building. All fabrics and other potentially flammable materials must be flameproofed to conform to the regulations of the Local Fire Codes.

Liability

Security guards will be on duty after the exhibit hours end. However, the New York State Nurses Association and the Buffalo Convention Center do not guarantee to protect the exhibitors against any loss or damage to any exhibit, irrespective of cause, time, or place of occurrence.

Exhibitors will hold the New York State Nurses Association, Hoffend Decorators and the Convention Center harmless from, and indemnify them against: loss, damage, and liability resulting from any exhibition or activity surrounding one or connected with it. Exhibitors shall assume all responsibility for damage to exhibit area.

Consignment of Goods

Exhibitors needing this service, please note: All shipments should be marked and consigned as follows:

Hoffend Decorators, Inc.
100 Bickford St.
Rochester, N.Y. 14606
NYSNA Convention
Booth # _____
Buffalo Convention Center

All shipments must be prepaid. Collect shipments will not be accepted. Shipments will be stored for a period of 30 days prior to the Convention. Exhibits will be delivered to the exhibit floor in time for installation. Empty cases will be removed and stored during the meeting and returned to the booth prior to closing. All packed materials will be picked up after the meeting from your booth to be reshipped per your instructions. Services of specially trained personnel will assist the exhibitor in freight problems and will supply labels and bills of lading. Neither the New York State Nurses Association nor any member, director, or officer of it, nor Hoffend Decorators, nor the Convention Center will be responsible for loss or injury to any shipment, irrespective of how it is shipped.

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EXHIBITOR • ADVERTISER • SPONSOR CONTRACT(S)

Please Print or Type

Firm Name _____

Address _____

Submitted By _____

Title _____

NYSNA Member: ____ Yes ____ No

Signature _____

Date _____

If different from above, Name and Title of person to receive further correspondence: _____

Exhibitor Section

Yes! Reserve a space for our exhibit at the 1987 NYSNA Convention!

We understand that this application becomes a contract when signed by us and accepted by NYSNA. We agree to abide by all conditions of the Exhibit Information and Contract Provisions, and by all conditions under which space in the Buffalo Convention Center is leased. We agree to pay 50% of the Exhibit fee upon submission of this application. **The balance will be paid no later than September 30, 1987.**

BOOTH PREFERENCE — (Provide Booth Number for Space Below. Booths are assigned in order of receipt of contract. NYSNA reserves the right to assign available space if preferred space is occupied.)

1st Choice

2nd

3rd

4th

FOR PUBLICATION IN THE CONVENTION PROGRAM — Description of products/services to be displayed (30 words or less). Copy received after September 14, 1987 will not appear in the Convention Program.

Enclosed is my payment of \$ _____ towards rental of _____ 8 x 10 Exhibit Booth(s).

Make check payable to: New York State Nurses Association (Booths will not be assigned unless a 50% deposit accompanies this application.)

Advertiser Section

(Camera-Ready Copy is Preferred.)

Contract/Payment Deadline: August 10, 1987 Ad Copy Deadline: August 31, 1987

The New York State Nurses Association is hereby authorized to publish the advertising of _____

Name of Company/Organization

In the 1987 NYSNA Convention Program to occupy space of _____ page(s) for which we enclose full payment \$ _____, made payable to the New York State Nurses Association.

IF AN ADVERTISING AGENCY IS BEING USED, COMPLETE THE FOLLOWING SECTION:

Advertising Agency _____

Address _____

Contact Person _____

Work phone (_____) _____

Home phone (_____) _____

(Ad Agency: If using your own form, you must also return a completed NYSNA contract)

It is understood and agreed that the publisher has the right to reject or change the wording of any advertisement which in the opinion of the Editorial Board is not in agreement with the ethical standing of this publication; the advertiser agreeing that the Editorial Board shall be the sole and exclusive judge of the acceptance of any advertisement. It is part of this contract that it cannot be cancelled without payment once advertising copy has been received by the publisher. Cancellation prior to publisher's receipt of advertising copy will incur a \$25 administrative fee, to be deducted from payment refund.

Sponsor Section

_____ (Name of Company/Organization) agrees to sponsor the following event(s) or prize(s): _____

If my above selection is sold out, my 2nd choice is: _____

If donating a prize please describe (20 words or less): _____

☐ Enclosed is my payment of \$ _____ ☐ Please forward an invoice.

Mail to: Convention Services, New York State Nurses Association, 2113 Western Avenue, Guilford, New York 12084

Office Use Only

AMT PD _____ BD _____

_____ BTH _____

_____ ADC _____

_____ SPC _____

BD _____

B# _____

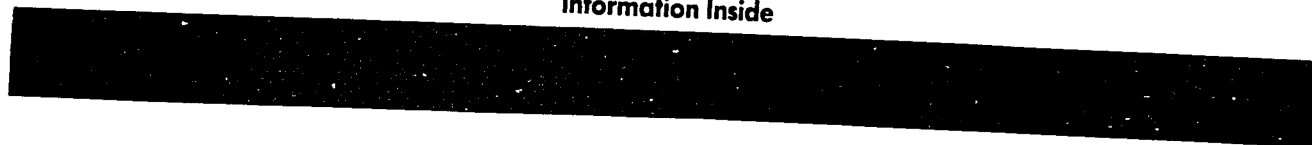
A Size _____

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O

ver 1,000 good reasons to
participate in NYSNA
Convention '87!

Exhibitor • Advertiser • Sponsor
Information Inside



#25
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NYSNA CONVENTION '87

October 22-25, 1987, Buffalo, NY

The New York State Nurses Association, 2113 Western Avenue, Guilderland, NY 12084

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NYSNA CONVENTION '87

October 22-25, 1987 - Buffalo, New York

New York Nurses *Setting the Standard for Excellence*

TO: NYSNA Board of Directors
FROM: Karen Maune, Director
Organization Services
DATE: June 29, 1987
RE: Convention 1987
Registration
Hotel Reservations
Exhibit/Advertiser/Sponsor Prospectus

Enclosed is a Convention '87 brochure and Exhibit/Advertiser/Sponsor prospectus.

CONVENTION BROCHURE: Convention Registration and Hotel Reservation forms are in the brochure (page 2 and 3). Although hotel, food and transportation costs are reimbursed by the Association, Board members are required to pay the convention registration fee. The cost of all meal/social events requiring tickets (e.g. The Awards Banquet) can be reimbursed as part of the daily meal allowance. **PLEASE SUBMIT ALL FORMS DIRECTLY TO ORGANIZATION SERVICES.** A stamped self-addressed envelope is included for your convenience.

Schedule at a Glance (page 4) will give you an overview of Convention events. Additional Board responsibilities include the Pre-Convention Board Meeting (October 21, noon-6:00pm), and the Post-Convention Board meeting (October 25, 12:30pm-3:30pm). The Finance Committee will meet on October 21 from 10:00am until noon. A reception is again scheduled following the pre-convention Board meeting.

Rather than host a large Awards Banquet Reception we have scheduled a 7:30pm-8:15pm reception for Board members, select NYSNA staff and Awardees only. This is scheduled for **Saturday, October 24.**

A breakfast is planned in honor of the District Presidents/Executive Directors and Unit Leaders on **October 24, 7:00am-8:30am.**

EXHIBITOR/ADVERTISER/SPONSOR

Any help you can offer in soliciting any of the above would be appreciated.



New York State Nurses Association • 2113 Western Avenue • Gunderland, N Y 12084 • (518) 456-5300

NYSNA CONVENTION '87

October 22-25, 1987 • Buffalo, New York

New York Nurses

Setting the Standard
for Excellence



What happens
when over 1,000
registered nurses
get together?

Exceptionally memorable experiences, that's what. Come to Convention '87 and experience for yourself the energy, enthusiasm and warm collegiality that happen at convention.

Participate in *Voting Body Sessions* where NYSNA members make decisions on critical Association and nursing issues. *Attend business meetings* of the Clinical Practice and Functional Units and meet others with similar nursing interests.

Stay current in nursing . . . choose from sixteen accredited continuing education workshops. And, don't forget to laugh! A by-popular-demand program on "Humor In Health Care" is scheduled for the final day. Dr. Steve Allen, Jr. (Yes! the son of comedian Steve Allen) is coming to Buffalo to delight you with his lighthearted look at stress. Nurses from all settings will benefit from Dr.

Allen's unique approach to stress management.

This year a New York State registered nurse, Dr. Sheila Ryan will present the Keynote. Her background exemplifies this year's theme, "New York Nurses: Setting the Standard for Excellence." Currently dean of top ranking University of Rochester, School of Nursing, Dr. Ryan is described as one of the most innovative nursing administrators in the country. The keynote is scheduled for Thursday night.

Every minute can be filled with activity. The choice is yours! Notable social events include the gala, open-to-all *Welcome Reception*, a complimentary "Get Acquainted" breakfast on Saturday and the annual *Awards Banquet* — everyone's chance to honor nursing's best.

The *Foundation* of the New York State Nurses Association is again

hosting a fundraising *luncheon* with guest speaker Marlene Ventura, recipient of the Foundation's 1986 Distinguished Nurse Researcher Award.

Tickets for both the Awards Banquet (\$30) and Foundation Luncheon (\$25) can be ordered on the Convention Registration Form. Advanced registration is highly recommended for both extremely popular events.

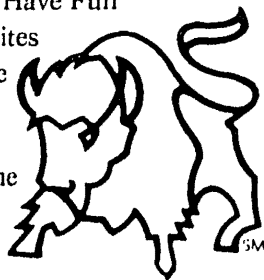
We will again feature award winning films. The exhibit hall will be the place to go for the latest in health care products and services. And, for those needing a momentary break from the cerebral, there's several pleasure tours. A post-convention overnight trip to beautiful Toronto is also available (see p. 4 for details!)

So, treat yourself to a productive and exciting time — Convention '87.

Why You Should Join Us In Buffalo

- Stimulating Seminars
- Educational Updates
- Peer Discussions
- Participation in NYSNA
- In-depth Clinical Programs
- Social and Professional Networking
- A Vote in Your Association's Future
- Socialize with Colleagues
- Exchange Ideas
- Learn New Trends in Nursing
- Professional Growth
- Influence Association Positions
- Continuing Education Contact Hours
- Relax and Have Fun
- See New Sites
- Experience NYSNA First-hand

. . . to name
only
a few!!



Bring a Guest

Over 75 guests enjoyed Convention '86. Group tours to Niagara Falls, Batavia Downs, Toronto . . . and many other tourist attractions will certainly entertain your guest this year. Registration (\$25.00) includes admittance to the exciting Exhibit Hall, Gala Opening Night Reception and Saturday's "Get Acquainted" Breakfast. Register on the "Convention Registration Form."

The Team Spirit makes a winning team. "Seasoned" Convention attendees know there is a lot to do at the Convention. Since it's impossible to be in two places at once, why not plan on attending with a friend . . . or a group of friends.

"Why Buffalo?" you ask. Because Buffalo is...

- Easy to get to
- A neighbor to Niagara Falls
- Home of the original Chicken Wing
- Home of the Albright Knox Art Gallery
- The only other theatre district in New York State . . . Sheas Buffalo, Studio Arena, Pfeffer, Alley Way, Karinoky Theatre and Tralfamadore Cafe
- Rich in food, culture and fun
- Affordable
- Six major shopping malls
- Professional sports . . . Bisons, Sabres and Buffalo Bills
- Beautiful in October

...New York's Best Kept Secret.

#25
CONVENTION

Y our opportunity for educational advancement. New York State Nurses Association is accredited nurses by The Eastern Regional Accrediting Co

THURSDAY, OCTOBER 22

Health & Safety in the Workplace 11:00 a.m. - 3:00 p.m. Fee: \$10.00

This session will focus on the assessment of hazards in the workplace and the appropriate resources for managements. Presentation will include right to know legislation and a guideline for assessing your work environment. \$10.00 fee includes a lunch and teaching materials.

Speakers:
To Be Announced

Health Care and the Aging American 12:00 noon - 3:00 p.m.

By the year 2000, two generations of citizens over 65 years of age will live in the United States. It is imperative that geriatric health care respond to the needs of this population. This session will examine implications for nursing education and practice; regulatory phenomena; and the consumer's perspective in this arena.

Speakers:
Dr. Evelyn Girotta, RN, Dean and Professor,
Hunter-Bellevue School of Nursing
Ethel Mitty, RN, Director of Nursing,
Jewish Institute for Geriatrics
Evan Pritchard, Consumer Advocate

Transcultural Nursing 1:00 p.m. - 2:30 p.m.

This session focuses on two nursing research projects related to transcultural nursing. One study compares coping behaviors of Afro-Americans and Afro-West Indian Families while the other examines family relationships and strengths of Afro-American families.

Speakers:
Dr. Sybil Lassiter, RN, Assistant Professor of Nursing,
Adelphi University
Dr. Barbara Holder, RN, Assistant Professor,
Psychiatric-Mental Health, University of Pennsylvania

An Ethicist Reacts to Current Clinical Issues in Nursing 3:30 p.m. - 5:00 p.m.

A profile of several vital ethical issues . . . DNR, Nutritional Support, Neo-Natal Nursing and Organ Transplants . . . confronting nurses in their practice today. An ethicist will examine the choices and decisions which must be made from legal, ethical, professional and moral frameworks. Guidelines for these ethical dilemmas will be highlighted.

Speakers:
Dr. Elsie Bandman, RN, Faculty,
Hunter-Bellevue School of Nursing
Zola Golub, M.E.D., RN, Instructor,
Dept. of Ed. The Presbyterian Hospital
Sandra Schaefer, MS, RN, Head Nurse
VA Medical Center at Albany

Walking the Tightrope: Alternatives in the Clinical Management of Pain 3:30 p.m. - 5:00 p.m.

An overview of current methods of pain management. Focus will be on management through selective regimens which have been found to be most successful.

Speaker:
Nessa Coyle, Director Supportive Care Program,
Memorial Sloan Kettering Cancer Center

FRIDAY, OCTOBER 23

Licensure Issues and Professional Discipline 8:30 a.m. - 10:00 a.m.

Professional nurses are often unaware of events which can potentially impact on their licenses and right to practice nursing. This program will explore mechanisms which can trigger a licensure problem as well as the processes involved in voluntary surrender and investigation.

Speakers:
Dr. Mary Ramshorn, RN,
Faculty, Hunter-Bellevue School of Nursing
Lottie Inselberg, MS, RN

How to Involve the Staff Nurse in Nursing Research 8:30 a.m. - 10:00 a.m.

A program designed to encourage staff nurse involvement in nursing research by providing basic information about nursing research and describing mechanisms for utilizing nursing research in the clinical setting. Co-sponsored by the Foundation of NYSNA and the Council on Nursing Research.

Speaker:
Dr. Lillian M. Nail, RN, Assistant Professor/Clinician II,
University of Rochester School of Nursing

How to Facilitate Nursing Research in a Clinical Setting 8:30 a.m. - 10:00 a.m.

A program designed for nurse administrators and nurse researchers to focus on design, development and nurturing of a research environment in a clinical setting. Co-sponsored by the Foundation of NYSNA and the Council on Nursing Research

Speakers:
Dr. Margaret McClure, RN, Vice President for Nursing
New York University Medical Center
Dr. Therese Connell Meehan, RN, Assistant Director
of Nursing for Research,
New York University Medical Center

Traveling to Buffalo

FARE: Savings on all fares.
NYSNA and Young Holidays have contracted with Piedmont Airlines to give you maximum savings on airfare to Buffalo. You receive:

- 15% off the lowest fare available at time of booking on supersavers: up to 35% off the coach fare
- Restrictions will apply
- Travel permitted 5 days before and after Convention
- Drop your copy of your airline ticket in a prize box for a chance to win back the cost of your ticket (ticket must be issued by Young Holidays).

Convention discounts are available.
Outside Albany —
1-800-341-4121
Albany Area — 456-2011.

AMTRAK: 10% discount for groups!
Organize a group of 10 or more for a 10% discount.
• Same day travel in both directions
• Same departure location

BUSES: One free ticket for groups!
Buses will leave from pre-assigned points in New York City and Long

Island. Cost is approximately \$50.00 per person.

- Organize a group of 25 or more — you travel free.

Call Young Holidays for more information on travel and how you can earn free transportation to Buffalo.

Outside Albany — 1-800-341-4121
Albany Area — 456-2011.

Traveling to Buffalo is easier than you think!

Registration

Things you need to know!
Questions? Call Registration Services (815) 432-2277

- 1) For the Advanced Discount, reservations must be postmarked by September 15, 1987.
- 2) Full payment is required by October 15.
- 3) A confirmation will be sent for all reservations received by October 15.
- 4) One-day rates are cost per day.
- 5) Group enrollments require "Advance Deposit" form.
- 6) Make check payable to: The New York State Nurses Association.
- 7) Mail to: NYSNA, 2115 Western Avenue, Olean, NY 14859. (716) 462-1000.
- 8) A \$25.00 administrative fee will be assessed for all cancellations after September 15, 1987.
- 9) No refunds for cancellations of advanced reservations after October 15, 1987.

Hotel Reservation Form

New York State Nurses Association, October 22-25, 1987

Questions! Please call Buffalo Convention Service Manager (716) 852-7100

Name _____

Address _____

Work Phone () _____ Home () _____

I will arrive on _____ and depart on _____

My first choice Hotel is _____ Second Choice _____

Please reserve a —

Single Room _____ My roommate(s) will be _____

Double Room _____

Triple Room _____

Quad Room _____

To guarantee your room for late arrival, fill in your credit card number below. The Buffalo Convention hotels accept: MASTER CARD, DINERS CLUB, VISA, CARTE BLANCHE, AMERICAN EXPRESS, DISCOVER. Rooms not guaranteed will be held until 8:00 p.m. on the day of your arrival and then released for general sale.

Guarantee my room with (name of Credit Card) _____

Credit Card Number: _____ Exp Date _____

Mail this form to: Greater Buffalo Convention & Visitors Bureau
107 Delaware Avenue, Buffalo, NY 14202-2801

Discount Convention Rates Available

Use the form provided to reserve hotel space. Reserve early!

All but one of the Convention meetings will be held at the Convention Center and Hyatt Regency. Shuttle service will be provided between the Hyatt and Hilton.

Hyatt Regency Buffalo

The Hyatt is located across the street from the Convention Center. It features a scenic rooftop health club with indoor swimming pool, whirlpool, sauna and jacuzzi.
Rates: Single - \$63.00
Double - \$68.00

The Buffalo Hilton

Four blocks from the Convention Center, the Hilton houses a running track, skylight indoor swimming pool, exercise, weight, steam and sauna rooms. Also available at a minimal court charge are six indoor tennis courts, four racquetball and two squash courts.
Rates: Single - \$55.00
Double - \$65.00
Student Quad - \$44.00

The Lenox

Built in the late 1800's, the Lenox Hotel offers an historic ambiance at cost-effective prices. Although 10 blocks from the Convention Center, public buses and Buffalo's new rapid transit system will get you quickly to your meetings.

Rates: Single - \$34.00
Double - \$42.00
Suites - from \$70.00

(All rates are subject to 11% tax)

Deadlines & Other Details

- 1) All reservations must be received by: September 23, 1987. Any reservations received after this date will be accepted based on availability.
- 2) You will receive a confirmation from both the Greater Buffalo Convention & Visitors Bureau and hotel.
- 3) If you wish to reserve a Suite for your stay, please contact the hotels directly. This is the only type of reservation they will accept. All other inquiries about your hotel reservations should be directed to (716) 852-7100 CONVENTION SERVICE MANAGER.
- 4) CHECK IN TIME IS AFTER 3:00 PM. CHECK OUT TIME IS 11:00 AM.
- 5) Complimentary Van Transportation will be provided by the Hyatt Regency Buffalo and the Buffalo Hilton hotels for all of the guests staying at these facilities. Courtesy telephones are located in each terminal at the Greater Buffalo International Airport for the purpose of calling the van service.

ment. All programs will carry contact hours. The
credited as a provider of continuing education for
ing Committee of The American Nurses Association.

Translating Nursing Research into Practice

10:00 a.m. - 11:30 a.m.

Nursing research presentations, as they relate to nursing practice, can be applied to improve nursing practice. Cosponsored by the Foundation of NYN and the Council on Nursing Research.

Speakers

To Be Announced

AIDS - Update '87

8:30 a.m. - 11:30 a.m.

This session will present a current analysis of the impact of the immune deficiency syndrome (AIDS) from research to practice and psychosocial viewpoints.

Speakers

Ronnie L. Davidson, M.D., M.P.H.
Veterans Administration Medical Center, NY

Peter Ungarson, BSN, RN, AANP
VNS Home Care

Drug and Alcohol Abuse by Students and Faculty in Nursing Programs: Educational, Ethical and Legal Issues

12:30 p.m. - 2:00 p.m.

The use and misuse of chemical substances is of great concern to the profession of nursing. This program will

explore the ethical, legal and educational implications of drug and alcohol abuse in the nursing profession.

Speakers

Dr. M. J. ...
Dr. ...

Nursing Budgets in Health Care Institutions - Impact on Priorities

12:30 p.m. - 2:00 p.m.

This session will discuss the impact of the health care institution budget on the priorities of the nursing profession. The session will also discuss the impact of the budget on the nursing profession's role in the health care system.

Speakers

To Be Announced

SATURDAY, OCTOBER 24

Addressing the Staffing Crisis!

2:00 p.m. - 5:00 p.m.

This session will discuss the staffing crisis in the nursing profession and the impact of the staffing crisis on the nursing profession's role in the health care system.

Speakers

To Be Announced

Correlation of classification systems will be achieved

Speakers

To Be Announced

Malpractice Challenges and Legal Processes

2:00 p.m. - 5:00 p.m.

This session will discuss the malpractice challenges and legal processes in the nursing profession. The session will also discuss the impact of the malpractice challenges and legal processes on the nursing profession's role in the health care system.

Speakers

To Be Announced

The National Commission on Nursing Implementation Project (NCNIP) - Progress Report

3:00 p.m. - 4:30 p.m.

This session will discuss the progress of the National Commission on Nursing Implementation Project (NCNIP). The session will also discuss the impact of the NCNIP on the nursing profession's role in the health care system.

Speakers

To Be Announced

The Professional Nursing Organization: Past and Future Directions

3:00 p.m. - 4:30 p.m.

This session will discuss the past and future directions of the professional nursing organization. The session will also discuss the impact of the professional nursing organization on the nursing profession's role in the health care system.

Speakers

To Be Announced

SUNDAY, OCTOBER 25

Humor in Health Care

8:00 a.m. - 9:15 a.m.

This session will discuss the use of humor in health care. The session will also discuss the impact of humor on the nursing profession's role in the health care system.

Speakers

To Be Announced

To Be Announced

Convention '87 Registration Form

New York State Nurses Association

NAME _____
STREET _____
CITY _____ STATE _____ ZIP _____
I am a member of District # _____

CONVENTION REGISTRATION (circle one amount)

	Full	One-Day	TOTAL AMOUNT
MEMBER	Advanced \$ 87 Regular \$ 100	Advanced \$ 47 Regular \$ 50	
REDUCED*	\$ 50 \$ 25	\$ 25 \$ 10	
NON-MEMBER	\$ 100 \$ 150	\$ 75 \$ 80	
STUDENT*	\$ 15 \$ 20	\$ 10 \$ 15	

(*See Category Descriptions)

GUEST REGISTRATION (\$25.00 per Guest)

1) _____
2) _____

TICKETED CONTINUING EDUCATION

	Advanced	Regular	TOTAL AMOUNT
Setting The Standard	\$ 25	\$ 40	
For School Health Nursing	\$ 25	\$ 40	
Registering For Convention For	\$ 25	\$ 40	
Registering For Workshop Only	\$ 25	\$ 40	
Health & Safety In The Workplace	\$ 25	\$ 40	

SPECIAL EVENTS

	Indicate # of Ticket	TOTAL AMOUNT
Foundation Luncheon	\$ 25	
Awards Banquet	\$ 35	
Toronto	\$ 100	
Batavia Dinner	\$ 35	
Bargain Basement Shopping Trip	\$ 15	
Niagara Falls 11-10-25 11-10-26 11-10-27	\$ 10	

TOTAL ENCLOSED _____

Payment Method ☐ CHECK ☐ VISA ☐ MASTERCARD

Card Number _____ Exp. Date _____

Signature _____

Mail this form to: The New York State Nurses Association, 2113 Western Avenue, Buffalo, NY 14206
Attn: CONVENTION

Office Use Only

DT _____

MFA MFR MOA MOR
BEA BEB BOA BOR
NEA NEB NOA NOR
FEA FEB FOA FOR

GST _____

SRA SRA SRA
SRA SRA SRA
SRA SRA SRA

END
AWD
IRT
BRY
BST
NF1
NF2
NF3

Attention School Nurses

All day workshop - 72 Contact Hours

Setting the Standards in School
Health Nursing
Thursday, October 22
8:15 a.m. - 4:30 p.m.

This program is designed to provide school nurses with the knowledge and skills necessary to set the standards in school health nursing. The program will cover the following topics:

Speakers:

Dr. ...
Dr. ...
Dr. ...

For more information, contact the New York State Nurses Association.

Fees

You will receive a certificate of attendance for 72 contact hours. The fee for this workshop is \$100.00. This fee includes the materials and lunch. The fee for the workshop is \$100.00. This fee includes the materials and lunch.

For more information, contact the New York State Nurses Association.

If you are registering for Convention, you will receive a discount of \$50.00. If you are registering for the workshop, you will receive a discount of \$25.00. If you are registering for both, you will receive a discount of \$75.00.

NYNNA reserves the right to cancel this workshop if attendance is low. If cancelled, you will be notified by mail. If cancelled, you will be notified by mail.

October 12, 1987

Category Descriptions

Category 1: ...
Category 2: ...
Category 3: ...

Category 4: ...
Category 5: ...
Category 6: ...

Category 7: ...
Category 8: ...
Category 9: ...

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Yes!

Send my colleague a
Convention '87 Brochure.

Name: _____
(please type or print clearly)

Address: _____

Mail to: The New York State Nurses Association
2113 Western Avenue,
Guilderland, New York 12084.

**Questions
About Convention?**
Call: (518) 456-5371

Schedule at a Glance

NYSNA Convention October 22-25, 1987 Buffalo, New York

EVENTS	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Registration	9:30 a.m.-6:00 p.m.	7:30 a.m.-7:00 p.m.	7:30 a.m.-5:30 p.m.	7:30 a.m.-10 a.m.
Exhibits	11:00 a.m.-5:30 p.m. 6:30 p.m.-11:00 p.m.	10:00 a.m.-2:30 p.m. 4:00 p.m.-7:00 p.m.	7:00 a.m.-9:00 a.m. 1:00 p.m.-5:30 p.m.	
Keynote	8:00 p.m.			
Voting Body Meetings	5:30 p.m.-7:30 p.m.	2:30 p.m.-4:00 p.m.	9:00 a.m.-1:00 p.m.	10:15 a.m.-12:30 p.m.
Business Meetings		4:15 p.m.-6:15 p.m.	5:15 p.m.-7:15 p.m.	
Forums		6:30 p.m.-7:15 p.m.		8:15 a.m.-10:00 a.m.
Educational	Setting the Standards in School Health Nursing 8:15 a.m.-4:15 p.m. Health & Safety in the Workplace 11:00 a.m.-3:00 p.m. Healthcare & the Aging American Noon-3:00 p.m. Transcultural Nursing 1:00 p.m.-2:30 p.m. An Ethicist Reflects 3:30 p.m.-5:00 p.m. Walking the Tightrope 3:30 p.m.-5:00 p.m.	Licensure Issues 8:30 a.m.-10:00 a.m. AIDS 8:30 a.m.-11:30 a.m. How to Facilitate Nursing Research 8:30 a.m.-10:00 a.m. How to Involve the Staff Nurse 8:30 a.m.-10:00 a.m. Translating Nursing Research 10:00 a.m.-11:30 a.m. Drug & Alcohol Abuse 12:30 p.m.-2:00 p.m. Nursing Budgets 12:30 p.m.-2:00 p.m.	Addressing the Stalling Crisis 2:00 p.m.-5:00 p.m. Malpractice Challenges 2:00 p.m.-5:00 p.m. NCMP Progress Report 3:00 p.m.-4:30 p.m. The Professional Nursing Organization 3:00 p.m.-4:30 p.m.	Honor to Health Care 8:00 a.m.-9:15 a.m.
Special Events	Welcome Reception	Tours Foundation Luncheon	Complimentary Breakfast Awards Banquet/Tours	Tours
Film Presentations	2:00 p.m.-5:00 p.m.	12:00 noon-2:00 p.m.	7:30 a.m.-8:30 a.m. 1:30 p.m.-2:30 p.m.	

Mix business with pleasure

Register for one of the group tours.

Register on the Convention
Registration Form. Available on a
first-come, first-served basis. **No pre-
registration after October 1.** All
departures from Hyatt Regency.

Niagara Falls Tours (3)

Oct. 23, 8:00 a.m. - 12:00 noon;
Oct. 24, 7:30 p.m. - 11:30 p.m.;
Oct. 25, 12:00 noon - 4:00 p.m.
Cost: \$15.00 per person.

During the day tours you will visit
Goat and Three Sisters Islands,
Prospect Point, Whirlpool Park,
Devil's Hole, the Power Vista and the
Petite Bridal Veil Falls — all part of
the American Falls. In Canada, you'll
travel to the top of the "Towers" for a
breathtaking view of the Horseshoe
and American Falls. At the brink of
the Horseshoe Falls, you'll stop at
Tablerock, and then on to Queen

Victoria Park, Fort George, Brock's
Monument, School of Horticulture
and the Spanish Aerocar.

During the night tour you will view
the majesty of Niagara Falls
immersed with color. At night, see the
sparkling water shine with vibrant
lighted color and enjoy the view at
the top of one of Niagara's famous
Canadian towers. Then cross back
into America for the Falls, American
style before heading home. An elegant
evening!

All pricing is per person and is based
on a minimum of 38. The price
includes roundtrip motorcoach
transportation and tower escalation.

**You must bring one form of
identification for entrance into
Canada!!**

An Evening at the Racetrack — Batavia Downs

Oct. 23, 6:00 p.m. - 11:00 p.m.
Cost: \$30.00 per person.

A fun-filled Evening at The Races in
the Clubhouse at Batavia Downs.
Enjoy a full-course dinner of petite
strip steak, salad, potato, vegetable,
dessert and beverage and watch a
race named after your group!
The pricing is per person and is based
on a minimum of 35.

Toronto Overnight

Oct. 25, Departure 1:00 p.m. Return
to Buffalo, Oct. 26 at 2:00 p.m.
Cost: \$100.00 per person.

Depart Buffalo for the fastest-growing
city in Canada — Toronto! Enjoy
deluxe accommodations and a full-
course dinner downtown. The rest of
the evening is yours to explore this
fascinating city.

After breakfast on your own the next
morning and check-out, enjoy a Point-
to-Point Toronto Tour including City
Hall, Castle Loma, CN Tower and the
300-shop Eaton Centre before
heading back to Buffalo! You'll be
back by 2:00 p.m.

The pricing is per person and is based
on a minimum of 25.

Bargain Basement Shopping Tour

Oct. 24, 1:30 p.m. - 5:00 p.m.
Cost: \$8.00 per person

Take a bus to the Niagara Falls
Factory Outlet Mall! Receive discount
coupons for even better bargain
prices! You'll have almost three hours
to enjoy Niagara's second best
attraction — shopping!

The pricing is per person and is based
on a minimum of 30.

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NYSNA CONVENTION '87

October 22-25, 1987 • Buffalo, New York

New York Nurses

*Setting the Standard
for Excellence*

September 9, 1987

(518) 456-5371

CONTACT: Mardi J. Massaroni
Public Relations

Anne Schott, Director
Communications & Publications

DID YOU KNOW...

- THE NEW YORK STATE NURSES ASSOCIATION IS THE OLDEST AND LARGEST STATE NURSES ASSOCIATION IN THE NATION.
- BUFFALO WILL HOST THE 72nd CONVENTION OF THE NEW YORK STATE NURSES ASSOCIATION FROM OCTOBER 22 THROUGH OCTOBER 25.
- MORE THAN 1,000 REGISTERED NURSES FROM AROUND THE STATE ARE EXPECTED TO ATTEND NYSNA CONVENTION '87 AND PARTICIPATE IN THE FOUR-DAY SERIES OF EDUCATIONAL PROGRAMS, WORKSHOPS, EXHIBITS AND PRESENTATIONS.

YOU SHOULD KNOW...

- RNS, COMPRISING THE LARGEST GROUP OF HEALTH CARE PROFESSIONALS IN THE INDUSTRY, DELIVER 95% OF THE CARE PROVIDED TO THE CITIZENS OF YOUR COMMUNITY.
- REGISTERED PROFESSIONAL NURSES ARE INVOLVED IN EVERY FACET OF THE HEALTH CARE DELIVERY SYSTEM INCLUDING MANAGEMENT AND ADMINISTRATION, RESEARCH AND EDUCATION, LEGISLATION AND PUBLIC POLICY, ETHICS AND LEGAL ISSUES, AND SETTING THE STANDARDS FOR SAFE PRACTICE CONDITIONS.

(MORE)



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- THE NATION FACES AN UNPARALLELED SHORTAGE OF REGISTERED NURSES - THE HEART OF THE HEALTH CARE SYSTEM - WITH A PROJECTED 40% UNDERSUPPLY OF RNS BY THE YEAR 1990.

THE FACT IS...

- DESPITE SERIOUS STAFFING SHORTAGES, NEW YORK NURSES ARE FACING THE CHANGES AND CHALLENGES AND "SETTING THE STANDARD FOR EXCELLENCE" IN QUALITY HEALTH CARE.
- THERE HAS NEVER BEEN A MORE TIMELY OPPORTUNITY FOR INFORMATIVE, INCISIVE COVERAGE ON CURRENT NURSING ISSUES AND THE IMPACT ON THE HEALTH CARE CONSUMERS.
- THERE ARE REGISTERED NURSES IN YOUR AREA - EXPERIENCED, INVOLVED PROFESSIONALS IN YOUR COMMUNITY - WHO CAN ADDRESS THESE ISSUES AND BRING THE HEALTH CARE PICTURE INTO FOCUS FOR YOUR AUDIENCE.

MJM/w1

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NYSNA CONVENTION '87

October 22-25, 1987 • Buffalo, New York

New York Nurses

*Setting the Standard
for Excellence*

FOR RELEASE: Immediate

CONTACT: Mardi J. Massaroni
Public Relations
(518) 456-5371 (through October 21)
(716) 845-5100 or 855-5529 (October 22-25)

DON'T MISS NYSNA CONVENTION '87

BUFFALO, NY - October 16, 1987 - The New York State Nurses Association's (NYSNA) 72nd Annual Convention will begin in Buffalo on Thursday, October 22. More than 1,000 registered nurses from around the state will participate in the four-day series of programs, workshops, exhibits and presentations at the Buffalo Convention Center.

If you want interesting and timely stories, informative and dynamic interviews, and hands-on details of what it's like to be a nurse in the '80s, then you should plan to be at Convention too! Your attendance at the NYSNA Convention, for even a short time, will save hours of research, phone calls and legwork on stories of importance to your audience. National, state and local experts on the challenges and opportunities in the nursing profession will be *right there* at the Convention Center in Buffalo! You can question them directly, face-to-face, and elicit information in a way that a telephone or off-camera interview just can't accommodate. NYSNA staff and Convention '87 speakers and attendees are invaluable resources for interviews, articles and broadcasts.

(more)



New York State Nurses Association • 2113 Western Avenue • Guilderland, NY 12084 • (518) 456-5371

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Don't miss the opportunity to provide incisive coverage on health care issues that impact on the citizens of Western New York. Space has been set aside in the Convention Center to accommodate the media. Please check in and pick up your Convention press pass at the "Events Information Booth" in the registration area.

If you would like to schedule interviews or need further information, call me at (518) 456-5371. From October 21-25, I can be reached at the Buffalo Hilton at 845-5100 or at the Convention Center at 855-5529.

I look forward to hearing from you and seeing you in Buffalo!

Mardi J. Massaroni
Mardi J. Massaroni
Public Relations

*In conjunction with the *Self-Help for the Hard of Hearing of Western New York ("SHHH")*, several Convention '87 programs, as well as the Awards Banquet and Foundation Luncheon, will be looped off to provide special services for the hearing impaired. "SHHH" will also provide volunteers to answer questions regarding resources available for the hearing impaired in the Buffalo area.

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MJM/wl